ORDER

Order / Rev: 37777 Alt Order #:

Product Desc: Pres-R 494 Estimate:

Flight Dates: 10/31/12 - 11/06/12

Original Date / Rev: 10/30/12 / 10/30/12

Order Type: GENERAL KLAS

Primary AE: Mike Jones

Sales Office: K-WAS

Sales Region: National

Agency

Orders

Name:

Buying Contact: Stephanie Kincaid

Billing Contact:

138 Conant St.

Beverely, MA 01915

American Rambler Production

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

Cash

Broadcast

EOM/EOC

00:15:00

Advertiser

Name:

Romney, Mitt / R-Pres

Demographic:

A25-54 PO₁

Product Codes:

Revenue Codes:

Priority:

LV1

AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

End Date # Spots Gross Amount Net Amount Start Date 155 10/29/12 11/06/12 \$301,230.00 \$256,045.50 **Totals**

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|---------|--------------|--------------|--------|
| November 2012 | 155 | \$301,230.00 | \$256,045.50 | 0.00 |
| Totals | 155 | \$301,230.00 | \$256,045.50 | 0.00 |

Account Executives

Account Executive Sales Office Sales Region Start Date / End Date Order %

Mike Jones

Start Of Order - End Of Order

100%

| _n Ch | Start | End | Inventory Code | Break | Start/End | Time Days | Len Sp | oots | Rate Pri | Rtg Type | Spots | Amount |
|---------------------|-----------------------|----------------------|---|---------------|-------------------------|----------------|--------|------|---------------|----------|-------|------------|
| 1 8 | 11/05/1 | 2 11/06/12 | 8 News Now 6a M-F 8 News Now 6a M-F | СМ | 6-7a | 22 | :30 | 4 | \$965.00LV1 | 0.00 NM | 4 | \$3,860.00 |
| S Week: 1 | tart Date 1/05/12 | End Date 11/11/12 | Weekdays Sp 22 | ots/Week 4 | Rate \$965.00 | Rating 0.00 | | | | | | |
| 2 8 | 11/05/1 | 2 11/06/12 | CBS This Morning 7- CBS This Morning | 9a CM | 7-9a | 22 | :30 | 4 | \$700.00LV1 | 0.00 NM | 4 | \$2,800.00 |
| <u>S</u> Week: 1 | itart Date 1/05/12 | End Date 11/11/12 | Weekdays Sp 22 | ots/Week 4 | <u>Rate</u> \$700.00 | Rating 0.00 | | | | | | |
| 3 8 | 11/05/1 | 2 11/06/12 | Live w/Kelly Live w/Kelly | CM | 9-10a | 22 | :30 | 4 | \$1,050.00LV1 | 0.00 NM | 4 | \$4,200.00 |
| <u>S</u> Week: 1 | tart Date 1/05/12 | End Date 11/11/12 | Weekdays Sp 22 | ots/Week 4 | Rate \$1,050.00 | Rating 0.00 | | | | | | |
| 4 8 | 11/05/1 | 2 11/06/12 | Price Is Right Price Is Right | CM | 10-11a | MT | :30 | 2 | \$1,575.00LV1 | 0,00 NM | 2 | \$3,150.00 |
| S Week: 1 | tart Date 1/05/12 | End Date 11/11/12 | Weekdays Sr | ots/Week 2 | Rate \$1,575.00 | Rating 0.00 | | | | | | |
| 5 8 | 11/05/1 | 2 11/06/12 | Y&R Young & Restless | СМ | 11a-12p | M | :30 | 1 | \$1,925.00LV1 | 0.00 NM | 1 | \$1,925.00 |
| <u>S</u> Week: 1 | Start Date 1/05/12 | End Date 11/11/12 | Weekdays Sc | ots/Week 1 | Rate \$1,925.00 | Rating 0.00 | | | | | | |
| 6 8 | 11/05/1 | 2 11/06/12 | 8 News Now Noon M 8 News Now Noon M | | 12-1230p | 22 | :30 | 4 | \$1,140.00LV1 | 0.00 NM | 4 | \$4,560.00 |
| <u>S</u> Week: 1 | Start Date 1/05/12 | End Date 11/11/12 | Weekdays Sr 22 | ots/Week 4 | Rate \$1,140.00 | Rating 0.00 | | | | | | |

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KLAS

Order / Rev: 37777

Advertiser:

Romney, Mitt / R-Pres

Alt Order #: Flight Dates:

10/31/12 - 11/06/12

Product Desc:

Pres-R

Estimate:

494

Rate Pri Rtg Type Spots Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Amount 11/05/12 11/06/12 1230-2p Soaps/ LMAD CM 1230-2p MT---:30 2 \$1,315.00LV1 0.00 NM \$2,630.00 Soaps / Let's Make A Deal Spots/Week **End Date Start Date** Weekdays Rate Rating Week: 11/05/12 11/11/12 MT----2 \$1,315.00 0.00 11/05/12 11/06/12 The Talk 2-3P CM 2-3p MT----:30 4 \$1,315.00LV1 0.00 NM \$5,260.00 8 The Talk **Start Date End Date** Weekdays Spots/Week Rate Rating MT----\$1,315.00 0.00 Week: 11/05/12 11/11/12 4 22----:30 4 \$1,490.00LV1 0.00 NM \$5,960.00 CM 11/05/12 11/06/12 Ellen 3-4p 9 Ellen Spots/Week Start Date Rating **End Date** Weekdays Rate Week: 11/05/12 11/11/12 22----4 \$1,490.00 0.00 \$6,300.00 22----4 \$1,575.00LV1 0.00 NM CM 4-5p :30 11/05/12 11/06/12 8 News Now 4p M-F (4:30 PM-5:00 PM) 8 News Now 4p M-F Rating Start Date **End Date** Weekdays Spots/Week Rate 22----4 \$1,575.00 0.00 Week: 11/05/12 11/11/12 4 \$1,750.00LV1 0.00 NM \$7,000.00 22----11 11/05/12 11/06/12 8 News Now 5-630p M-FCM 5-630p :30 8 News Now 5-630p M-F Start Date **End Date** Weekdays Spots/Week Rate Rating 22----0.00 Week: 11/05/12 11/11/12 \$1,750.00 630-7p Inside Edition 12 11/05/12 11/06/12 CM 630-7p 22----:30 4 \$1.400.00LV1 0.00 NM \$5,600.00 Inside Edition **Start Date** Weekdays Spots/Week Rate Rating **End Date** Week: 11/05/12 11/11/12 22----\$1,400.00 0.00 13 11/05/12 11/06/12 7-8p Rotator CM 7-8p 11----:30 2 \$1,225.00LV1 0.00 NM 2 \$2,450.00 7-8p Rotator **End Date** Spots/Week Rate Rating Start Date Weekdays Week: 11/05/12 11/11/12 11----\$1,225.00 0.00 11/05/12 11/06/12 8 News Now 11p M-F CM 11-1135p 22----:30 \$2,100.00LV1 0.00 NM 2 \$4,200.00 14 8 8 News Now 11p M-F Rating Start Date **End Date** Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 11----\$2,100.00 0.00 11/05/12 11/06/12 CM 1135p-1237a 22----:30 \$965.00LV1 0.00 NM \$3,860.00 Letterman 15 Letterman Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 22----\$965.00 0.00 \$5,790.00 8 News Now 6a M-F CM --222--:30 6 \$965.00LV1 0.00 NM 10/31/12 11/02/12 6-7a 8 News Now 6a M-F Spots/Week Rating **End Date** Rate **Start Date Weekdays** 11/04/12 --222--\$965.00 0.00 Week: 10/29/12 --222--:30 \$700.00LV1 0.00 NM 6 \$4,200.00 CBS This Morning 7-9a CM 7-9a 10/31/12 11/02/12 **CBS This Morning Weekdays** Rating **End Date** Spots/Week Rate **Start Date** --222--\$700.00 11/04/12 6 Week: 10/29/12 --222--:30 6 \$1,050.00LV1 0.00 NM 6 \$6,300,00 10/31/12 11/02/12 Live w/Kelly CM 9-10a 18 Live w/Kelly Spots/Week Rating Weekdays **End Date** Rate Start Date 11/04/12 --222--6 \$1,050.00 0.00 Week: 10/29/12 --222--:30 6 \$1,140.00LV1 0.00 NM 6 \$6,840.00 8 News Now Noon M-F CM 10/31/12 11/02/12 12-1230p 8 News Now Noon M-F Rating Spots/Week Weekdays Rate Start Date **End Date** --222--\$1,140.00 0.00 Week: 10/29/12 6 11/04/12 --WTF--:30 2 \$1,315.00LV1 0.00 NM 2 \$2,630.00 10/31/12 11/02/12 1230-2p Soaps/ LMAD CM 1230-2p Soaps / Let's Make A Deal Spots/Week **End Date Weekdays** Rating Rate Start Date 11/04/12 --WTF--2 \$1,315.00 0.00 Week: 10/29/12 2-3p ---12--:30 3 \$1,315.00LV1 0.00 NM 3 \$3,945.00 10/31/12 11/02/12 The Talk 2-3P CM The Talk Rating Spots/Week Rate End Date Weekdays Start Date

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KLAS

Order / Rev: 37777

Advertiser:

Romney, Mitt / R-Pres

Alt Order #:

Product Desc:

Pres-R

Flight Dates: 10/31/12 - 11/06/12

Estimate:

494

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 22 8 10/31/12 11/02/12 The Talk 2-3P ---12--:30 2-3p 3 \$1,315.00LV1 0.00 NM \$3,945.00 The Talk **Start Date End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ---12--3 \$1,315.00 0.00 10/31/12 11/02/12 Ellen 23 8 CM 3-4p --222--:30 6 \$1,490.00LV1 0.00 NM 6 \$8,940.00 Ellen Spots/Week Start Date **End Date** Weekdays Rate Rating --222--Week: 10/29/12 11/04/12 6 \$1,490.00 0.00 8 10/31/12 11/02/12 8 News Now 4p M-F CM --222--:30 0.00 NM 24 4-5p 6 \$1,575.00LV1 6 \$9,450.00 (4:30 PM-5:00 PM) 8 News Now 4p M-F **Start Date End Date** Weekdays Spots/Week Rating Rate Week: 10/29/12 11/04/12 --222--6 \$1,575.00 0.00 --222--:30 0.00 NM 10/31/12 11/02/12 8 News Now 5-630p M-FCM 6 \$1,750.00LV1 6 \$10,500.00 25 5-630p 8 News Now 5-630p M-F Weekdays **End Date** Spots/Week Rating Start Date Rate --222--11/04/12 6 \$1,750.00 0.00 Week: 10/29/12 \$8,400.00 --222--:30 6 \$1,400.00LV1 0.00 NM 6 10/31/12 11/02/12 630-7p Inside Edition CM 630-7p 26 Inside Edition Start Date End Date <u>Weekdays</u> Spots/Week <u>Rate</u> Rating --222--6 \$1,400.00 0.00 Week: 10/29/12 11/04/12 --222--:30 6 \$1,225.00LV1 0.00 NM 6 \$7,350.00 27 10/31/12 11/02/12 7-8p Rotator CM 7-8p 7-8p Rotator Start Date **End Date** Weekdays Spots/Week Rate Rating --222--Week: 10/29/12 11/04/12 6 \$1,225.00 0.00 8 News Now 11p M-F 6 \$2,100.00LV1 0.00 NM \$12,600.00 28 10/31/12 11/02/12 CM 11-1135p --222--:30 8 News Now 11p M-F Start Date **End Date** Weekdays Spots/Week Rate Rating --222--\$2,100.00 0.00 Week: 10/29/12 11/04/12 0.00 NM 1135p-1237a --222--:30 \$965.00LV1 6 \$5,790.00 10/31/12 11/02/12 CM 29 8 Letterman Letterman **End Date** Weekdays Spots/Week Rate Rating Start Date Week: 10/29/12 --222--\$965.00 0.00 11/04/12 \$2,100.00 NCAA College Foo----S-:30 2 \$1,050.00LV1 0.00 NM 2 NCAA Football CM 11/03/12 11/03/12 NCAA College Football Spots/Week Rating **Weekdays** Rate End Date Start Date 0.00 Week: 10/29/12 11/04/12 ----S-2 \$1,050.00 \$1,930.00 :30 \$965.00LV1 0.00 NM 2 CM ----5-11/03/12 11/03/12 8 News Now Sat 5-7p 5-7p 33 8 News Now Sat 5-7p Spots/Week Rating Start Date End Date <u>Weekdays</u> Rate \$965.00 0.00 Week: 10/29/12 11/04/12 ----s-0.00 NM 1 \$965.00 :30 \$965.00LV1 11/03/12 11/03/12 Politics Now S Sebelius CM Various Politics Now S Sebelius Spots/Week Weekdays Rate Rating Start Date **End Date** ----5-\$965.00 0.00 Week: 10/29/12 11/04/12 ----S-:30 2 \$335.00LV1 0.00 NM 2 \$670.00 11/03/12 11/03/12 CBS Early Show - Sat. CM 36 CBS Early Show - Sat. Rating Spots/Week Rate Start Date **End Date** <u>Weekdays</u> ----S-\$335.00 0.00 Week: 10/29/12 11/04/12 \$525.00LV1 0.00 NM 1 \$525.00 8 News Now Sun AM #1CM 8 News Now Sun A----S :30 37 11/04/12 11/04/12 8 News Now Sun AM #1 Rating Spots/Week Start Date **End Date Weekdays** Rate 0.00 \$525.00 Week: 10/29/12 11/04/12 ----S \$2,450.00 CBS Sunday Morni----S :30 2 \$1,225.00LV1 0.00 NM 2 11/04/12 11/04/12 CBS News Sunday Morr@M 38 **CBS News Sunday Morning** Spots/Week Rating Start Date Rate **End Date** Weekdays 1 4 1 ---S \$1,225.00 0.00 Week: 10/29/12 11/04/12 2 \$2,450.00 2 \$1,225.00LV1 0.00 NM 8 News Now Sun AM #2CM 8 News Now Sun A----S :30 11/04/12 11/04/12 39 8 8 News Now Sun AM #2 Rating Spots/Week Start Date **End Date Weekdays** Rate

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Order / Rev: 37777 Advertiser:

Romney, Mitt / R-Pres

Alt Order #:

Product Desc:

Pres-R

10/31/12 - 11/06/12 Flight Dates:

Estimate:

494

KLAS

| Ln Cl | | End | Inventory Code | | Start/End | Time Days | Len Sp | ots | Rate Pri | Rtg Type | Spots | Amount |
|-------|---------------------------|----------------------|--|-----------------|----------------------------|----------------|--------|-----|----------------|----------|-------|-------------|
| 39 | 8 11/04/1 | 2 11/04/12 | 8 News Now Sun 8 News Now Sun | | 8 News Now | Sun AS | :30 | 2 | \$1,225.00LV1 | 0.00 NM | 2 | \$2,450.00 |
| Week | Start Date : 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> S | Spots/Week 2 | Rate \$1,225.00 | Rating 0.00 | | | | | | |
| 40 | 3 11/04/1 | 2 11/04/12 | Face The Nation Face The Nation | СМ | Face The Na | ationS | :30 | 1 | \$1,400.00LV1 | 0.00 NM | 1 | \$1,400.00 |
| Week | Start Date : 10/29/12 | End Date 11/04/12 | Weekdays S | Spots/Week 1 | <u>Rate</u> \$1,400.00 | Rating 0.00 | | | | | | |
| 41 8 | 3 11/04/1 | 2 11/04/12 | NFL Reg Season NFL Football Reg | | NFL Footbal | ll RegS | :30 | 2 | \$7,700.00 LV1 | 0.00 NM | 2 | \$15,400.00 |
| Week | Start Date : 10/29/12 | End Date 11/04/12 | Weekdays S | Spots/Week 2 | Rate \$7,700.00 | Rating 0.00 | | | | | | |
| | | 2 11/04/12 | Sun 7-8p 60 Minutes | СМ | 7-8p | S | :30 | 2 | \$6,000.00LV1 | 0.00 NM | 2 | \$12,000.00 |
| Week | Start Date : 10/29/12 | End Date 11/04/12 | Weekdays S | Spots/Week 2 | <u>Rate</u> \$6,000.00 | Rating 0.00 | | | | | | |
| | | 2 11/04/12 | Sun 9-10p The Good Wife | СМ | 9-10p | S | :30 | 1 | \$5,600.00LV1 | 0.00 NM | 1 | \$5,600.00 |
| Week | Start Date : 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> S | Spots/Week | <u>Rate</u> \$5.600.00 | Rating 0.00 | | | | | | |
| | | 2 11/04/12 | 8 News Now 11p 8 News Now Sa/S | Sa/SuCM | 11-1135P | SS | :30 | 2 | \$1,225.00LV1 | 0.00 NM | 2 | \$2,450.00 |
| Week | Start Date : 10/29/12 | End Date 11/04/12 | Weekdays S | Spots/Week 2 | Rate \$1,225.00 | Rating 0.00 | | | | | | |
| | | 2 11/04/12 | • | II St JoGM | 5-6a | s | :30 | 2 | \$300.00LV1 | 0.00 NM | 2 | \$600.00 |
| Week | Start Date : 10/29/12 | End Date 11/04/12 | Eye On Wash/Wa <u>Weekdays</u> S | Spots/Week 2 | <u>Rate</u> \$300.00 | Rating 0.00 | | | | | l . | |
| | | | Wed 10-11p CSI | СМ | 10-11p | W | :30 | 1 | \$8,000.00LV1 | 0.00 NM | 1 | \$8,000.00 |
| Week | Start Date : 10/29/12 | End Date 11/04/12 | Weekdays W | Spots/Week 1 | <u>Rate</u> \$8,000.00 | Rating 0.00 | | | | | | |
| 51 | 8 10/31/1 | 2 10/31/12 | Wed 9-10p Criminal Minds | СМ | 9-10p | W | :30 | 2\$ | 512,000.00LV1 | 0.00 NM | 2 | \$24,000.00 |
| Week | Start Date : 10/29/12 | End Date 11/04/12 | Weekdays W | Spots/Week 2 | <u>Rate</u> \$12,000.00 | Rating 0.00 | | | | | | |
| 52 | 8 11/01/1 | 2 11/01/12 | Thu 8-9p Big Bang / 2 1/2 I | CM Vlen" | 8-9p | T | :30 | 2 | \$9,450.00LV1 | 0.00 NM | 2 | \$18,900.00 |
| Week | Start Date : 10/29/12 | End Date 11/04/12 | Weekdays T | Spots/Week | <u>Rate</u> \$9,450.00 | Rating 0.00 | | | | | | |
| 54 | 8 11/01/1 | 2 11/01/12 | Thu 9-10p Person Of Interes | CM st | 9-10p | T | :30 | 2 | \$8,000.00LV1 | 0.00 NM | 2 | \$16,000.00 |
| Mook | Start Date :: 10/29/12 | End Date 11/04/12 | Weekdays | Spots/Week | <u>Rate</u> \$8,000.00 | Rating 0.00 | | | | | | |
| | | 2 11/02/12 | | CM | 9-10p | F | :30 | 1 | \$5,500.00LV1 | 0.00 NM | 1 | \$5,500.00 |
| Mod | Start Date | End Date 11/04/12 | Weekdays | Spots/Week | <u>Rate</u> \$5,500.00 | Rating 0.00 | | | | | | |
| | :: 10/29/12 8 11/02/1 | | Fri 10-11p | CM | 10-11p | F | :30 | 1 | \$5,600.00LV1 | 0.00 NM | 1 | \$5,600.00 |
| Week | Start Date :: 10/29/12 | End Date 11/04/12 | Blue Bloods WeekdaysF | Spots/Week | Rate \$5,600.00 | Rating 0.00 | | | | | | |
| | | | Sun 10-11p The Mentalist | CM | 10-11p | S | :30 | 2 | \$7,700.00LV1 | 0.00 NM | 2 | \$15,400.00 |
| Week | Start Date :: 10/29/12 | End Date 11/04/12 | Weekdays S | Spots/Week 2 | <u>Rate</u> \$7,700.00 | Rating 0.00 | | | | | | |
| | | 2 11/02/12 | Fri 8-9p Undercover Boss | СМ | 8-9p | F | :30 | 2 | \$1,400.00LV2 | 0.00 NM | 2 | \$2,800.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |

Print Date: 10/30/12 17:06:24 Page 5 of 5

Romney, Mitt / R-Pres Order / Rev: 37777 Advertiser: Alt Order #: Product Desc: Pres-R **KLAS** 494 Flight Dates: 10/31/12 - 11/06/12 Estimate: Start/End Time Days Rate Pri Rtg Type Spots Amount Ln Ch Start End **Inventory Code** Break Len Spots CM 8-9p :30 2 \$1,400.00LV2 0.00 NM \$2,800.00 59 11/02/12 11/02/12 Fri 8-9p 8 **Undercover Boss** Start Date **End Date Weekdays** Spots/Week <u>Rate</u> Rating

0.00

2 \$1,400.00

----F--

11/04/12

Week: 10/29/12

Totals 155 \$301,230.00